

Goal One

Original goal	“Grow the email subscriber list by the end of September”
SMART goal	<i>After launch at the end of June, grow the email subscriber list by 6,000 people by the end of September (2,000/month).</i>

Question	Response
What makes this goal specific?	Increasing the email subscriber list by a specific amount will increase total number of conversions, which will support the business objective of increasing the overall customer base by 30% within a year of launch.
What makes this goal measurable?	Can quantify amount of subscribers and see increases.
What makes this goal attainable?	Market research suggests that 2,000 new subscribers per month is a reasonable goal.
What makes this goal relevant?	35% of email subscribers have made a purchase, so increasing the total number of subscribers should increase the number of total purchases. This supports the overall business objective of increasing the active customer base by 30% within a year of launch.
What makes this goal time-bound?	Specifying the timeframe that we would like to see these improvements (by end of Sept).

Goal Two

Original goal	“Increase the monthly conversion rate”
SMART goal	<i>Increase the monthly conversion rate from 5% to 7% within six months of launch, and do this by segmenting our email marketing to</i>

	<i>customers who are interested but are priced out, and giving discounts to existing customers for referring friends and family.</i>
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Question	Response
What makes this goal specific?	Specifically outlines the conversion rate increase and how that will be achieved. Higher conversion rate = higher overall customer base.
What makes this goal measurable?	Can measure conversion rate and impact of email segmentation.
What makes this goal attainable?	Research shows that 7% is an achievable number for conversion rate.
What makes this goal relevant?	Supports the overall business goal of increasing the customer base by 30% within a year of launch by increasing the conversion rate.
What makes this goal time-bound?	Goal is to achieve this within six months of launch.

Meeting notes:

- The *For All* line will officially launch at the end of June, three months from today.
- The email subscriber list is currently about 100,000 people, and we currently add new subscribers at a rate of about 1,000 per month. There is high interest among target audiences, and market research indicates that 2,000 per month is a reasonable target.
- Only 35% of current email subscribers have ever made a purchase. Surveys indicate that the other 65% are interested in Feels Like Home's existing products, but the high price point has been the main obstacle to purchase.
- We estimate that a substantial number of new customers will come from our current subscriber list if we segment for the new product line.
- The average monthly conversion rate for email subscribers is currently 5%. Bringing that rate up to 7% per month within six months of launch will help us

reach our business goal. An increase of this size is in line with industry benchmarks.

- Segmenting our email list will help us reach the right subscribers and maximize conversions.
- Giving discounts to existing subscribers who refer friends or family members should help grow the email list. Social media and paid media specialists are also working to grow the list.